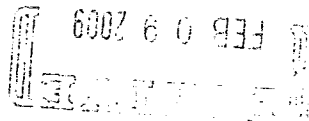




EAST BAY BICYCLE COALITION

P.O. BOX 1736 OAKLAND CALIFORNIA 94604

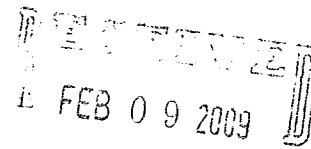
February 4, 2009



BIKE TO WORK DAY

MAY 14, 2009

Dennis Fay
Executive Director
Alameda County Congestion Management Agency
1333 Broadway, Suite 220
Oakland, CA 94612



Re: Sponsorship of Bike to Work Day 2009

Dear Dennis Fay:

The East Bay Bicycle Coalition contacted you last year about a potential ACCMA sponsorship of Bike to Work Day and while I understand that the CMA was not able to sponsor the event then, we want to give you another opportunity to join our efforts. The CMA's logo should be on all of our promotional materials.

ACTIA has stepped up and is providing \$10,000 in cash towards the event and we want to request that our CMA step up to a similar level of support. The money will go towards advertisements for Bike to Work Day placed on a variety of media around Alameda County, including transit ads, street pole banners, kiosks, and newspaper ads.

We understand that you are busy developing a Climate Action Plan and we fully support this effort. As you know, maximizing transit usage is one of the best ways to reduce vehicle miles traveled, and one of the most cost-effective ways to improve transit efficiency is to get more people riding to transit. This is exactly what our Bike to Work Day promotional campaign is going to highlight, biking to BART and biking to AC Transit.

We need your help and support. I hope your agency is in a good position to support Bike to Work Day this year. Thanks for your consideration.

Sincerely,

Dave Campbell
Chair

Commuting today.



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ACTIA

East Bay Bicycle Coalition

www.ebdc.org

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Fitness today.



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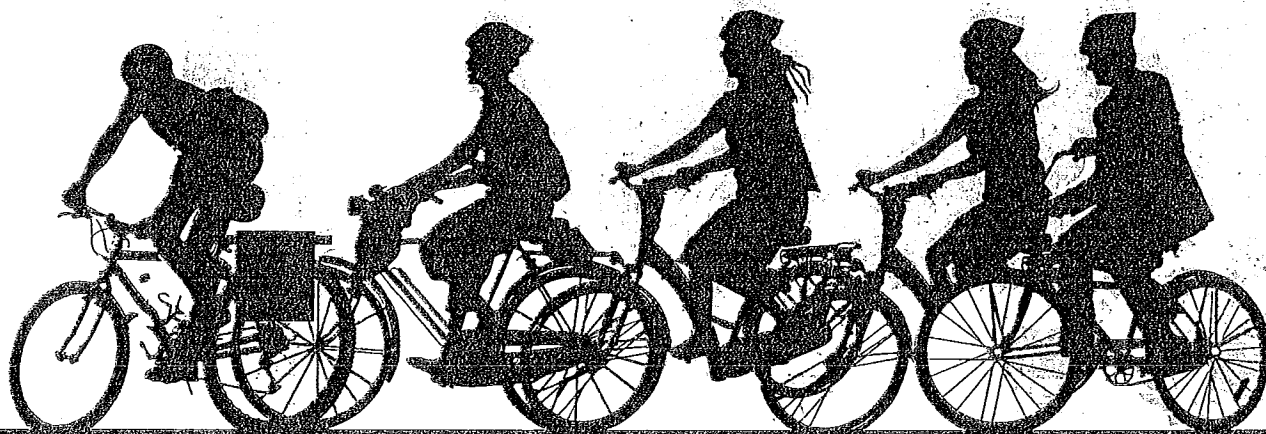
ACTIA

East Bay Bicycle Coalition

www.ebdc.org

KAISER PERMANENTE thrive

511.org and Kaiser Permanente present



BIKE TO WORK DAY

Thursday, May 15, 2008

Visit Alameda County's Energizer Stations
for free goodies and good times!

Look for the *Bike to Work Day* guide in the **EAST BAY EXPRESS** on May 7

Enjoy bike activities all month long!

Get the latest at
www.ebbc.org
or call (510) 533-RIDE



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COALITION

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